PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: James Taylor DATE: March 4, 1991

FROM: Doron Stern

SUBJECT: Project Nectar Qualitative Research

A series of one-on-one in depth interviews will be conducted in Englewood, NJ on Thursday, March 7 to assess reactions to project Nectar advertising. Interviews will be conducted among female full margin smokers (30% menthol; 70% non-menthol) of flavor low, 100's cigarettes 25 - 45 years of age. The first interview will begin at 10:00 am and the last interview will begin at 6:15 pm.

Directions to the research facility are attached for your convenience.

DS/pmb

Distribution
B. Bradford (TBWA)
K. Eisen
J. Illes
C. Levy
L. Suwarna

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